

Study Guide Score . . . 23 Name _____

Deduct. Date _____ Class _____

Your Score



CHAPTER 18

Human Resources in Our Economy

STUDY GUIDE

PART I

Directions: Indicate whether each statement below is correct or incorrect by placing a check mark on the line under *true* or *false* at the right.

	TRUE	FALSE	For Scoring
1. When you get a job producing goods and services you become part of labor.	_____	_____	1. _____
2. The work force is made up of only those adults who are working full time.	_____	_____	2. _____
3. The amount and types of items purchased by consumers influence the demand for workers in our economy.	_____	_____	3. _____
4. Service industries will provide the greatest number of jobs in the future.	_____	_____	4. _____
5. Workers in both goods-producing jobs and service-producing jobs are important in our work force.	_____	_____	5. _____
6. New technology has little influence on the types of jobs that will be available in the future.	_____	_____	6. _____
7. The <i>Occupational Outlook Handbook</i> lists job duties, working conditions, employment prospects, and other important facts for hundreds of occupations.	_____	_____	7. _____
8. Predicting the future of jobs is difficult.	_____	_____	8. _____
9. Construction and manufacturing jobs are examples of work in service-producing industries.	_____	_____	9. _____
10. New technology has only affected the skills required in office jobs. .	_____	_____	10. _____

PART II

Directions: Complete the following sentences about our work force by writing in Column 3 the letter of the word or phrase in Column 1 that best completes the sentence in Column 2.

COLUMN 1	COLUMN 2	COLUMN 3	For Scoring
A. service	1. Our (?) is made up of all people 16 years of age and older who are employed or looking for work.	_____	1. _____
B. goods	2. (?) industries will employ the greatest number of workers.	_____	2. _____
C. white	3. (?)-collar workers are primarily involved in operating machines and equipment.	_____	3. _____
D. blue	4. Preferences by (?) affect the demand for workers.	_____	4. _____
E. work force	5. (?)-collar workers are primarily involved with contacting people and handling and processing information.	_____	5. _____
F. goals			
G. consumers			
H. downsizing			

PART III

Directions: Unscramble the ten terms listed below and then use those terms in completing the sentences that follow.

c s n o m m o i i t a u n c

s r m u o c e t p

t l r s e c u u

e c c l y

r v e d d e i

i d u n o e c a t

s t m m g r i n i a

h t c o l e n y g o

g t n r i a n i

t c l e i a s o

1. A high school _____ and some special _____ are required for most jobs today.
2. Jobs are affected by _____ demand.
3. Stages of the business _____ affect job opportunities.
4. _____ affects how office workers perform their jobs.
5. _____ trends include the age make up of our work force.
6. People from other countries who come to the United States to live are called _____.
7. Our work force combines people from different _____.
8. Sophisticated _____ and _____ systems have reduced the need for certain types of office workers.

Name _____

ACTIVITIES

Applying Critical Thinking Skills

You learned that "labor" includes physical and mental efforts directed toward the production of goods and services. Listed below are six types of activities in which labor is involved. In the column at the right, list two or more specific occupations that perform each type of activity.

TYPE OF ACTIVITY	EXAMPLES OF OCCUPATIONS
obtaining products from nature	_____

converting raw materials	_____

getting goods from the producer to the consumer	_____

selling products	_____

providing services	_____

supervising and managing others	_____

Applying Thinking and Information Skills

Some people are considered part of our work force, and others are not. Determine whether each person listed below is part of the work force. For those who are members of the work force, indicate if the person is part of a goods-producing industry or a service-producing industry.

PERSON	PART OF THE WORK FORCE?	GOODS OR SERVICE?
airline flight attendant	_____	_____
bank president	_____	_____
homemaker	_____	_____
eighteen-year-old high school graduate interviewing for a job	_____	_____
retired accountant	_____	_____
farmer	_____	_____
your teacher	_____	_____
factory production line supervisor	_____	_____
disc jockey	_____	_____
robotics operator for a manufacturing company	_____	_____

Applying Information

When you use career reference books, you find that job titles give you clues to the duties performed by the people who hold those jobs. For example, a statistical clerk keys tables and reports that contain a large amount of numbers and statistical information.

Listed below are nine job titles used in business. Read each job title, and then read the job descriptions that are given in Column 1. Job titles give some clues about the kinds of work done, but you need the job description for detailed information about the job. In Column 2, write the letter of one of the job titles above that corresponds to the job description. The first description is given as an example.

- | | | |
|----------------|------------------------|-------------------------------|
| A. accountant | B. computer programmer | C. executive secretary |
| D. file clerk | E. librarian | F. mail clerk |
| G. salesperson | H. shipping clerk | I. word processing supervisor |

COLUMN 1	COLUMN 2	For Scoring
0. Sample: Types correspondence, answers the telephone, arranges conferences, and handles callers for an officer of the firm. Writes responses to routine letters.	<u>C</u>	
1. Compiles and analyzes business records and prepares financial reports. Prepares cost studies and tax reports.	_____	1. _____
2. Makes information available to others. Selects and organizes collections of books, periodicals, pamphlets, and reports. Studies the reading interests of people.	_____	2. _____
3. Writes computer code used to solve problems and process information needed by business.	_____	3. _____
4. Gives courteous service to people who come into the place of business. Shows merchandise, explains how to use goods, and gives information on prices. Makes out charge slips, handles cash, and processes exchanges.	_____	4. _____
5. Has responsibility for mailing letters and packages. Distributes internal mail to the appropriate departments. Takes company mail to the post office as necessary.	_____	5. _____
6. Keeps records accurate, up-to-date, and properly placed. Arranges materials by alphabet, number, or some other classification system. Looks up information that is needed.	_____	6. _____
7. Assigns work to specialists who prepare written communications. Sees to it that the work of the unit is done according to established rules.	_____	7. _____
8. Packages materials to be sent out of the company. Must select proper containers and suitable packing materials. Must be familiar with postal and other regulations regarding shipments. May advise others on the best methods of shipping materials.	_____	8. _____

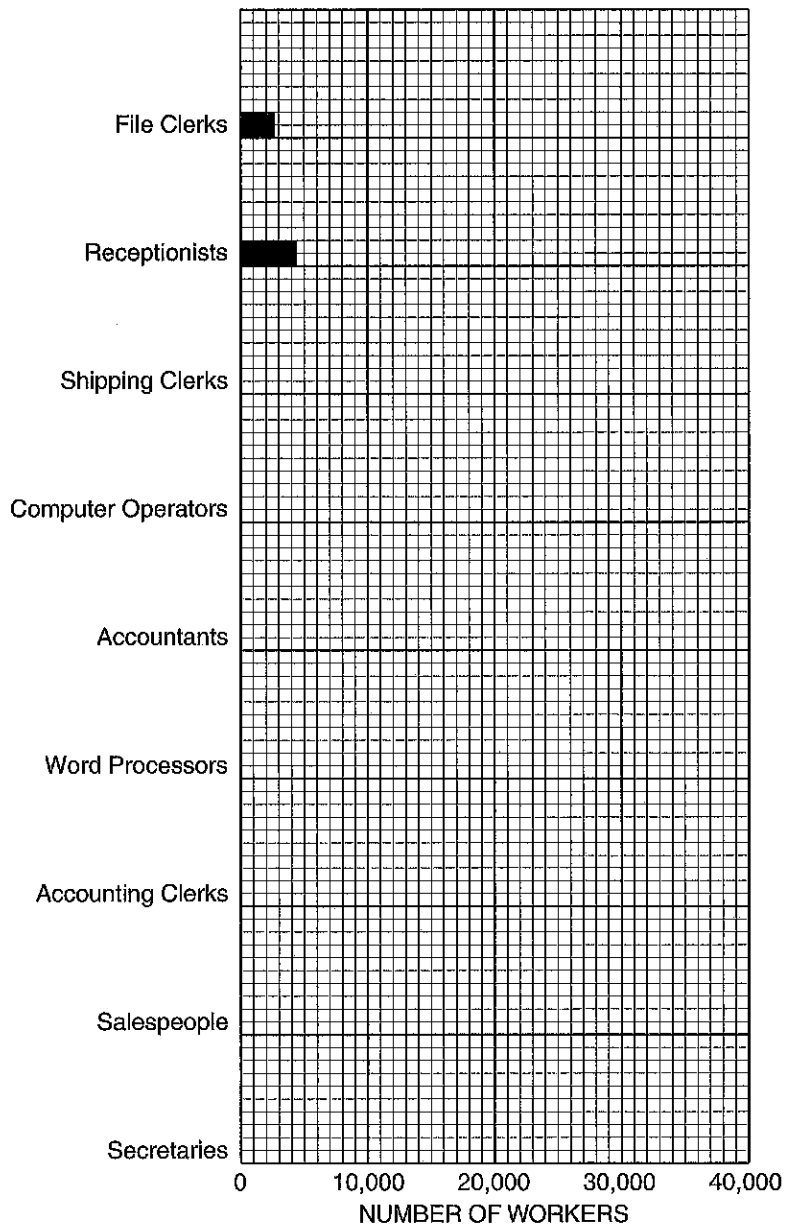
Name _____

Applying Business Knowledge

A survey was taken in one city to identify the most commonly available jobs. Information from that survey is given below. Use the information to complete the bar graph. Two of the bars have been completed for you. The positions are listed in the graph according to the number of jobs available, from the lowest to the highest.

secretaries	30,740	accountants	7,140
file clerks	2,720	receptionists	4,360
accounting clerks	15,840	computer operators	4,800
word processors	10,210	salespeople	27,780
shipping clerks	4,510		

COMMONLY AVAILABLE JOBS



Analyzing Information

Many current news articles discuss current and future employment opportunities. Other articles discuss economic, social, or technological developments that influence the job market. Locate a recent article related to jobs, attach it in the space provided, and provide the information requested below.

(Place your article here.)

Name _____

Source of article _____ Date _____

1. Summarize the information presented in the article. Be sure to present the main facts and ideas.
2. What types of businesses and workers will be affected by this information? (Be specific.)
3. How could this information influence future career decisions?

C

C

C

Study Guide Score. . . 33 Name _____

Deduct. Date _____ Class _____

Your Score.



CHAPTER 19

Planning a Career

STUDY GUIDE

PART I

Directions: Indicate whether each statement below is correct or incorrect by placing a check mark on the line under *true* or *false* at the right.

	TRUE	FALSE	For Scoring
1. Career planning is done only in school.	_____	_____	1. _____
2. Career planning includes looking at yourself.	_____	_____	2. _____
3. A part-time job can be a good way to get information about a career area.	_____	_____	3. _____
4. Mobility often is necessary to pursue a career successfully.	_____	_____	4. _____
5. Government employment offices only help adults find jobs.	_____	_____	5. _____
6. Your likes and dislikes are important in career planning.	_____	_____	6. _____
7. Once you are on a job, career planning ends.	_____	_____	7. _____
8. Getting career information from just one reliable source is a good idea.	_____	_____	8. _____
9. You should have a list of questions when you conduct a career information interview.	_____	_____	9. _____
10. You should take notes when conducting a career information interview.	_____	_____	10. _____

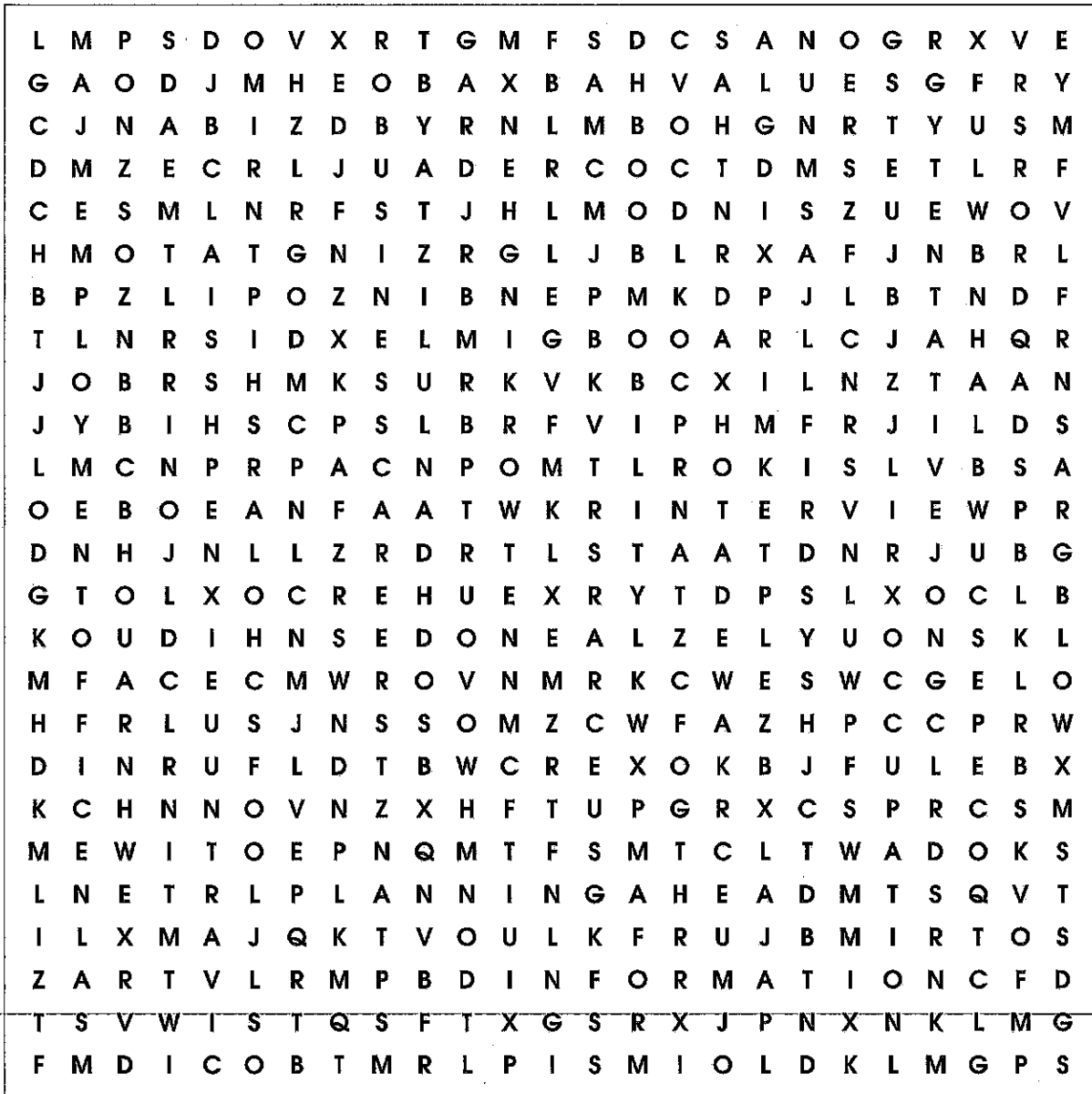
PART II

Directions: Indicate whether you agree or disagree with each of the following statements by placing a check mark in the column at the right.

	AGREE	DISAGREE	For Scoring
1. Your goals and values are important in career planning.	_____	_____	1. _____
2. You can learn something about your likes and abilities by thinking about courses you take and grades that you earn in them.	_____	_____	2. _____
3. Making a decision based on the best information available is an important step in career planning.	_____	_____	3. _____
4. If you follow certain steps in making a decision, you can be sure that the decision is correct and that you will not have to change it later.	_____	_____	4. _____
5. In analyzing yourself to determine whether you meet the requirements of any career, you should consider your strengths but can ignore your weaknesses.	_____	_____	5. _____

PART III

Directions: The following puzzle contains 18 terms from Chapter 19. The terms can be read forward, backward, up, down, or diagonally. Find each term and circle it in the diagram. The terms to be found in this puzzle are listed below.



Word List

business careers
Career World
decisions
employment office
future
goal

information
interview
job
mobility
networking
occupation

planning ahead
scholarship
success
talents
tentative
values

Name _____

ACTIVITIES

Analyzing Personal Qualities

Studies conducted on why people fail in jobs show that many employees fail because they lack certain personal traits. Some of the most important traits required for successful employment are described below. Analyze your own employment traits by rating yourself on each one.

After reading the description of each of the traits listed below, rate yourself as a student by placing a check mark in the appropriate column at the right.

EMPLOYMENT SUCCESS TRAITS	SELF-RATING			
	Excellent	Good	Fair	Poor
(a) Attitude. Making an effort to work as well as you can. You do not try to avoid work. You seldom complain about work.	_____	_____	_____	_____
(b) Thoroughness. Finishing what you start out to do. You make an effort to be accurate. If your work is incomplete, no one has to remind you to finish it.	_____	_____	_____	_____
(c) Mental Alertness. Ease in learning new things. You do not need to have instructions repeated frequently. It is easy for you to understand something that has been thoroughly explained.	_____	_____	_____	_____
(d) Cooperation. Working well with other people. You enjoy working with others on group projects. You do not criticize how other people do their work.	_____	_____	_____	_____
(e) Promptness. Completing work assignments on schedule. You seldom ask for more time to complete your assignments. You almost never fail to be on time.	_____	_____	_____	_____
(f) Initiative. Making your own decisions about what to do. You do not wait for someone to tell you to do something that you know must be done.	_____	_____	_____	_____
(g) Health. Avoiding frequent absences because of minor illnesses. You have good health habits, and illness does not interfere with your activities. You seldom have long periods of illness.	_____	_____	_____	_____
(h) Personal Appearance. Wearing neat, clean clothing to school. You always make an effort to maintain a good personal appearance and avoid being messy or dirty.	_____	_____	_____	_____

List those positive traits that you believe you need to develop, and then state several ways in which you can develop them.

Applying Personal Qualities

It is important for all of us to examine our personal values from time to time. Since your values affect your career plans directly or indirectly, it is a good idea to consider the values you hold. Read each value described in the list below. Then place a check mark in the column at the right that indicates the importance of that value in your life at the present time.

VALUE	IMPORTANCE TO ME		
	Very Important	Important	Not Important
Prestige —gaining recognition and status	_____	_____	_____
Money —getting financial reward	_____	_____	_____
Power —having control over people, money, or things	_____	_____	_____
Service —doing things for others	_____	_____	_____
Achievement —accomplishing goals	_____	_____	_____
Independence —controlling my time and actions	_____	_____	_____
Loyalty —being faithful to friends and co-workers	_____	_____	_____
Leadership —influencing people or events around me	_____	_____	_____
Enjoyment —having fun in and out of work or school	_____	_____	_____
Security —having a stable work condition	_____	_____	_____
Belonging —feeling I am part of a group	_____	_____	_____
Self-actualization —realizing my potential to be creative and using my talents	_____	_____	_____

List the three values you consider to be the most important to you, and then state how these values might affect your career choice.

Applying Interpersonal Skills

Students have successfully used the following interview guide to learn important information about people and their work. Select a job you would like to know more about, find someone who works in that job, and arrange an interview with that person.

Suggestion: Before you interview the worker, ask someone to role-play with you and ask that person the questions you have prepared. This will help you determine whether or not your questions are the ones you really want to use and if they will get the information you desire.

A Career Information Interview Guide

In this interview, you will get information about work, the worker, the work setting, and the general effect of the work on the individual. You will also find out about the person's likes and dislikes. Use this guide, but be informal. Begin by telling the person why you want the interview. Encourage the person to talk freely about his or her job—and listen carefully.

The following questions will help you; however, you may not want to use all of them with every person. (Use the Career Information Interview Report Form on the next page to make a record of the interview.)

1. What is your official job title?
2. How long have you worked at this job?
3. What are some of the major tasks that you perform?
4. What training or education is required for this job?
5. What do you like most about your job? What do you like least?
6. What future work or career goals do you have? What job or work do you hope to be involved with ten years from now?
7. What background information about this kind of work would be important for a person who is considering entering this occupation?
8. What other comments would you like to make?

Career Information Interview Report

Date of interview: _____

Name of worker: _____

Job title: _____

Place worked: _____

Years on this job: _____

Important facts gained from the interview: _____

Major tasks: _____

Training or education required: _____

Likes: _____

Dislikes: _____

Future outlook: _____

Background information: _____

Other comments: _____

Study Guide Score. . . 30 Name _____

Deduct. Date _____ Class _____

Your Score. _____



CHAPTER 20

Succeeding in the World of Work

STUDY GUIDE

PART I

Directions: Indicate your answer to each question below by placing a check mark on the line under *yes* or *no* at the right.

	YES	NO	For Scoring
1. Is looking at help-wanted ads an important part of your job search?	_____	_____	1. _____
2. Can relatives, friends, and neighbors be an important source of job leads? ..	_____	_____	2. _____
3. In a position interview, do you answer questions but not ask any?	_____	_____	3. _____
4. Do all interviewers take the same approach in conducting a position interview?	_____	_____	4. _____
5. Are your appearance, manners, and use of language important to the personnel interviewer?	_____	_____	5. _____
6. Is the purpose of preparing a letter of application to show off your creative writing skills?	_____	_____	6. _____
7. Is it important that the letter of application be written carefully and neatly and that it contain the proper information?	_____	_____	7. _____
8. Is the personal data sheet another name for the application form?	_____	_____	8. _____
9. After an interview, should you send a thank-you note to the person who interviewed you?	_____	_____	9. _____
10. Should you compliment a co-worker for doing something well or for doing a kind deed?	_____	_____	10. _____

PART II

Directions: Listed in Column 1 below are topics frequently discussed during job interviews. Column 2 contains questions related to these interview topics. Read the list of interview topics and the list of questions; then, in Column 3, write the letter of the interview topic that is related to each question. Some questions cover more than one topic.

COLUMN 1 INTERVIEW TOPICS	COLUMN 2 QUESTIONS	COLUMN 3	For Scoring
A. likes and dislikes	1. Does your school record show a pattern of absences and tardiness?	_____	1. _____
B. abilities and talents	2. Does working with details appeal to you?	_____	2. _____
C. school record	3. Can you listen to others and learn from them?	_____	3. _____
D. physical qualities	4. Do you complete tasks when you are supposed to or are you often late?	_____	4. _____
	5. Do you always strive to do your best?	_____	5. _____

- D. physical qualities
- E. hobbies
- F. dependability
- G. punctuality
- H. pride in work
- I. getting along with others
- J. leadership

- 6. What business courses have you taken and what grades did you earn?
- 7. Do you follow through on assignments without being reminded?
- 8. Do you read fast and remember what you have read? ..
- 9. What do you like to do in your spare time?
- 10. Are you, or have you ever been, an officer or a committee head in an organization?

For
Scoring

6. _____

7. _____

8. _____

9. _____

10. _____

PART III

Directions: Ten terms used in Chapter 20 are written in code below. In the code, each number represents a letter of the alphabet. When you identify and decode one term, the code will probably become easy to decipher. To help you get started, the first coded word begins with i n t e r and the first word on line three begins with w a.

- 1. 18 7 10 16 9 11 18 16 25
- 2. 8 16 9 23 21 7 14 6 2 14 10 14 23 4 16 16 10
- 3. 25 14 7 10 14 2 23
- 4. 6 16 10 10 16 9
- 5. 9 16 3 16 9 16 7 15 16 23
- 6. 9 14 10 18 7 17
- 7. 10 16 23 10 18 7 17
- 8. 14 8 8 16 14 9 14 7 15 16
- 9. 14 10 10 18 10 24 2 16
- 10. 15 21 - 25 21 9 19 16 9

The solved code:

a b c d e f g h i j k l m

n o p q r s t u v w x y z

Decoded words:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Name _____

ACTIVITIES

Applying Business Knowledge

Here is an application form similar to the one in Figure 20-3 in your textbook. Fill it out as though you were applying for a job at the technical college.

LAKEVIEW TECHNICAL COLLEGE

APPLICATION FOR EMPLOYMENT

Name _____
(FIRST) (MIDDLE) (LAST)

Social Security No. _____

Date _____

U.S. Citizen _____ yes
 _____ no, if not, Type of Visa _____

Do you have any physical condition that may prevent you from performing certain kinds of work? _____

Have you ever been convicted of a felony or misdemeanor or are there any felony charges against you pending disposition? _____

If yes, give date(s) and nature of the act(s) and disposition _____

Have you ever been compensated for an on-the-job accident? _____ If yes, explain _____

Have you served in the U.S. Armed Forces? _____ What branch _____ Type of discharge _____ Rank _____

Dates of service _____ If you were deferred—why? _____

In case of emergency, notify _____

(NAME)	(ADDRESS)	(PHONE)
--------	-----------	---------

EMPLOYMENT HISTORY

List all employment within the past ten years

[illegible]

EDUCATION

Level	Name	Address	Years Attended		Date Graduated	What did you specialize in? Degree(s) Received
			From	To		
Elementary						
High School						
Trade School						
Business College						
College						
Graduate						
Other						

PERSONAL REFERENCES

Other Than Immediate Relatives

Name	Address	Telephone Number	Occupation	Years Known

Type of work you would consider _____ Full, or part time? _____

Minimum salary you would consider _____ Would you consider temporary work? _____ Date available for employment _____

The information contained here is true to the best of my knowledge and belief. I realize that any falsification in this application constitutes grounds for rejection or dismissal. In this connection, I authorize all previous employers to provide Lakeview Technical College with any information concerning my employment. I further authorize Lakeview Technical College to verify any other information I have provided on this application. *I FURTHER UNDERSTAND THAT THIS APPLICATION BECOMES INACTIVE AFTER THREE MONTHS.*

Signature _____ Date _____

Applying Critical Thinking Skills

From a local newspaper, cut out four "want ads" that have some appeal to you. Find ones that have different kinds of job opportunities and requirements. Paste these at the bottom of this page and underline the requirements that are stated in each advertisement. Next, review the advertisements and supply the information requested in the form below.

Analysis of Want Ads

BRIEF DESCRIPTION OF JOB OPPORTUNITY	AMOUNT OF WORK EXPERIENCE REQUIRED	QUALIFICATIONS: EDUCATION, SKILLS OR SPECIAL ABILITIES; AGE, PERSONALITY FACTORS, PHYSICAL REQUIREMENTS, AND OTHER QUALIFICATIONS

Name _____

Applying Writing Skills

Write a letter of application for one of the jobs that you found in the previous activity. The letter should convey a good impression to the potential employer. After outlining your letter and writing a rough draft, use the form below to write the final draft. If a specific person is identified in the ad, address your letter to that person.

_____ (Your street address)

_____ (City, state, ZIP code)

_____ (Date)

_____ (Employer: firm and, if given, name of person)

_____ (Street address)

_____ (City, state, ZIP code)

Dear _____

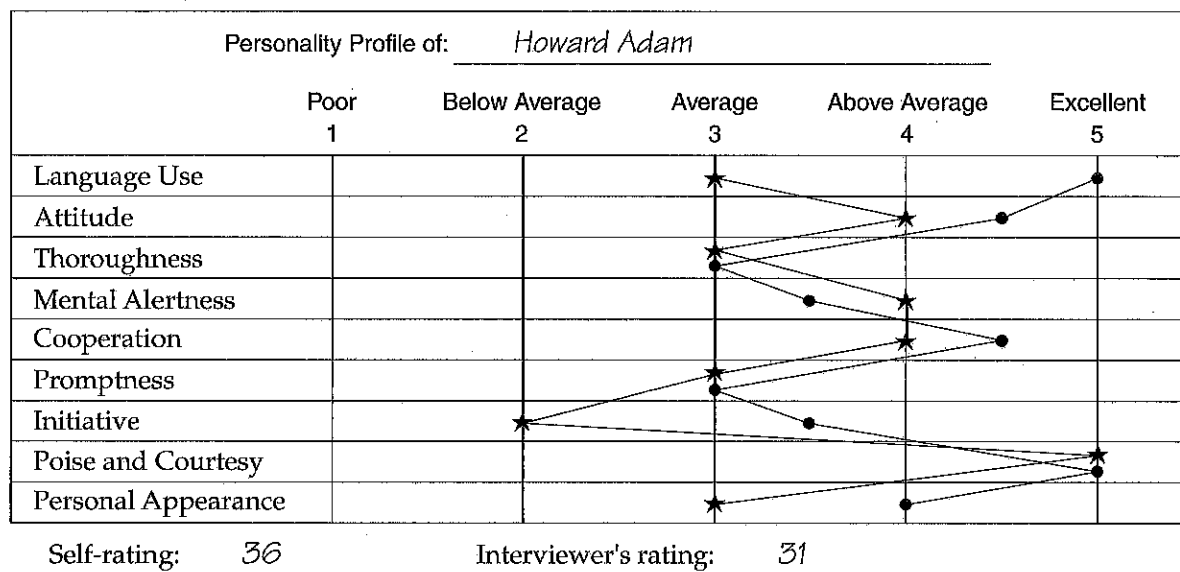
Sincerely yours

_____ (Your signature)

(Typed Name)

Applying Personal Qualities

Personnel departments frequently prepare personality profile charts about job applicants. These charts evaluate the applicants' personalities in a number of different areas. Often, too, applicants are asked to complete a chart of their own to provide self-analysis. Howard Adam's personality profile is shown here as an example.



The headings show evaluative judgments: excellent, above average, average, below average, and poor. Marks are connected to give a visual image. The marks also are given numerical values. (When a mark falls between two lines, it is given a midpoint value.) The numbers are added to give the applicant an overall personality rating. Howard Adam's self-rating is 36. Personnel interviewers frequently review these charts after the interview and give another rating to the applicant. The personnel interviewer's rating of Howard is shown by the asterisks that are connected with the dotted line. The interviewer's rating is somewhat lower than Howard's. Use the form below to rate your own personality; and then ask a friend, teacher, or acquaintance to rate you. Compare the two ratings. Think about ways in which you can improve yourself.

Personality Profile of: _____

	Poor 1	Below Average 2	Average 3	Above Average 4	Excellent 5
Language Use					
Attitude					
Thoroughness					
Mental Alertness					
Cooperation					
Promptness					
Initiative					
Poise and Courtesy					
Personal Appearance					

Self-rating: _____ Other person's rating: _____

Study Guide Score. . . 26 Name _____

Deduct. Date _____ Class _____

Your Score.



CHAPTER 21

Opportunities in Small Business

STUDY GUIDE

PART I

Directions: Indicate your answer to each question below by placing a check mark on the line under *yes* or *no* at the right.

	YES	NO	For Scoring
1. Is a business student likely to begin his or her career working for a small business?	_____	_____	1. _____
2. Are most small businesses organized as partnerships?	_____	_____	2. _____
3. Are there successful small-business owners under 24 years of age?	_____	_____	3. _____
4. Is SCORE an organization of currently employed small-business experts?	_____	_____	4. _____
5. Does the U.S. government provide needed assistance to small-business owners?	_____	_____	5. _____
6. Does the SBA have special programs for minority small-business owners?	_____	_____	6. _____
7. Is financing the one problem about which small-business owners do not need to worry?	_____	_____	7. _____
8. Do small-business owners need a variety of management skills?	_____	_____	8. _____
9. Have all of the new opportunities for operating small businesses been exhausted?	_____	_____	9. _____
10. Do all small-business owners succeed in making a profit?	_____	_____	10. _____

PART II

Directions: An important term has been omitted from each of the following sentences. In Column 2, write the word or words needed to complete each sentence in Column 1.

COLUMN 1	COLUMN 2	For Scoring
1. A risk taker who starts a business is called a(n) (?)	_____	1. _____
2. The manager of a small business usually is the (?), and the business usually has fewer than (?) employees.	_____	2. _____
3. When a small business cannot pay what it owes, even when it sells its equipment and other capital resources it owns, the situation is called (?)	_____	3. _____
4. Start-up money made available for a small business to organize or expand is called (?)	_____	4. _____
5. Retired executives who volunteer to provide assistance to small-business owners in special areas are part of an organization known as (?)	_____	5. _____

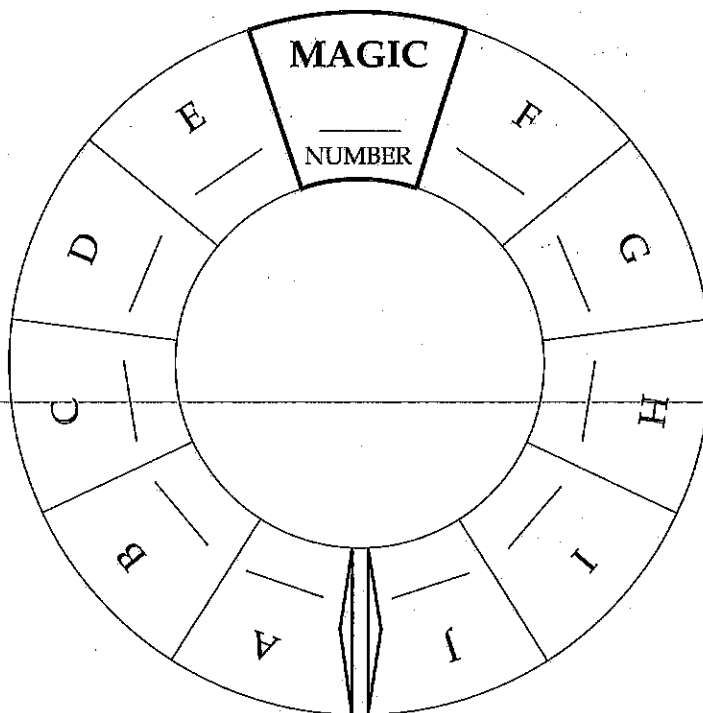
PART III

Directions: Below is a list of 14 terms and 20 definitions used in this unit. Each term has a number beside it. To find the magic number (answer) for the puzzle, follow these instructions:

- Read each definition.
- Select the term that it defines.
- Find the space on the wheel that matches the definition.
- Write the number of the definition in that space on the wheel.
- Add all of the numbers on the right side of the wheel.
- Add all of the numbers on the left side of the wheel.

If you have matched each term with its definition, your two totals will be the same—that is the magic number. Enter the magic number in the space at the top.

- | | |
|------------------------|--|
| 1. career planning | A. Willingness and ability to move to locations where jobs are available. |
| 2. mobility | B. People who report about your character, education, and work habits. |
| 3. values | C. A risk taker who hopes to earn a profit. |
| 4. job | D. An employer's form that asks for basic employment information. |
| 5. career | E. Start-up money available to small businesses to help them organize or expand. |
| 6. application form | F. The things that are important to you in life. |
| 7. job interview | G. A government and university cooperative program that provides special counseling for small-business owners. |
| 8. personal references | H. A two-way conversation in which an employer and a job candidate learn about each other. |
| 9. personal data sheet | I. A summary of job-related information about yourself. |
| 10. entrepreneur | J. A goal in life that is fulfilled through a job or a series of jobs. |
| 11. small business | |
| 12. venture capital | |
| 13. SCORE | |
| 14. SBI | |



Name _____

ACTIVITIES

Evaluating Personal Qualities

Below is a list of personal traits of successful small-business owners. In the column at the right, place a check mark under the word that you think best describes you at the present time. Refer to your textbook if you need more information on each of these traits. At the bottom of the page, make notes on ways in which you could develop some of the traits in which you are weak or lacking.

PERSONAL TRAITS OF SMALL-BUSINESS OWNERS	PERSONAL TRAITS IN WHICH I AM		
	Strong	Weak	Lacking
1. self-starter	1. _____	_____	_____
2. leader	2. _____	_____	_____
3. responsible	3. _____	_____	_____
4. good organizer	4. _____	_____	_____
5. hard worker	5. _____	_____	_____
6. decision maker	6. _____	_____	_____
7. trustworthy	7. _____	_____	_____
8. high achiever	8. _____	_____	_____
9. healthy	9. _____	_____	_____
10. experienced in business	10. _____	_____	_____

Ways in which I could develop traits in which I am weak or lacking:

Applying Business Knowledge

Listed below are several ideas that could lead to opportunities in small business. In the column at the right, write some ideas you have for how you would start and become successful in that business. Consider such needs as financing, advertising, office space, and equipment. Also consider special management skills that might be required, such as organization, writing, and accounting. Also try to invent a name for your company. Be creative!

SMALL BUSINESS IDEAS

WHAT I WOULD DO

A. After working for a firm as a word processing specialist, secretary, and administrative assistant, you decide to become your own boss and do letters, reports, and other work on a special-order basis, guaranteeing excellent work and prompt delivery.

B. You have worked for a company making backpacks, ski equipment, golf club covers, etc. Use your skills doing custom sewing on demand in your own business.

C. Some silk screening equipment is for sale at a very reasonable price. You like to design things, and you learn that there is a good market for specially designed T-shirts. You can order the shirts inexpensively in lots from a local supplier.

Name _____

D. A cabinet-making business is closing. You have noticed that one of their products is a small shelf that moves on a track. You see many possibilities for that product, and you know how to customize it for each customer. Several trailer, motor home, and custom home builders have liked your product when you described it to them.

E. You can bake a chocolate chip cookie with chips arranged to form letters of the alphabet. People seem to like your idea. They say they could use them at special events and arrange trays of cookies that spelled out messages. You believe you could design special equipment that would produce your special alphabet cookies quickly and at a reasonable cost.

F. You have observed large white buckets being used in industrial plants. You think that they would make good large pails for household use. You see a yellow and black sign in a car window that says, "Super Driver Inside." You think: Why not a large, black and yellow pail called "Super Pail"? The supplier of the buckets can produce your order in large quantities at a reasonable price.

G. Use the space below to describe a business idea of your own.

Applying Interpersonal Skills

In Chapter 21, you learned about how some small-business owners start their businesses. You also learned what it takes to be a successful small-business owner, various ways in which small-business owners can get help when it is needed, and some of the problems faced by small-business owners.

Select a small business in your community. Contact the owner and set up an interview with him or her. In the interview, include some or all of the following questions:

1. How did you get started in this business?
2. What business experiences did you have before going into business for yourself?
3. What were some of the problems you faced in the early years of your business?
4. What kind of help did you receive from agencies, organizations, or other businesspersons?
5. What do you like best about being a small-business owner?
6. What do you like least about being a small-business owner?
7. What advice would you give to someone who wanted to go into business for himself or herself today?
8. What other comments do you have about small business in today's economy?

Name _____

SMALL BUSINESS INTERVIEW REPORT

What I learned in my interview with_____

the owner of _____

1000

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Figure 1. Schematic representation of the experimental design. The figure shows a timeline of the experiment. The timeline starts with a 10-minute rest period, followed by a 10-minute rest period, and then a 10-minute rest period. The timeline ends with a 10-minute rest period. The timeline is divided into three main sections: 1. Baseline (10 minutes), 2. Intervention (10 minutes), and 3. Post-intervention (10 minutes). The intervention section is further divided into two sub-sections: 1. Intervention 1 (5 minutes) and 2. Intervention 2 (5 minutes). The post-intervention section is further divided into two sub-sections: 1. Post-intervention 1 (5 minutes) and 2. Post-intervention 2 (5 minutes). The timeline is labeled with 'Time' on the x-axis and 'Rest' on the y-axis.

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